CRTW-0004

PATENT

IN THE CLAIMS:

Please amend the claims as follows:

1. A system providing selectively available environment features and/or elements to participating users comprising:

an integration system, said integration system capable of integrating [desired]selectively available environment features and/or elements into user environments;

a communication system, said communication system allowing participating users to communicate the acceptance of environment features and/or elements to said integration system; and

a transaction system, said transaction system cooperating with said integration system and said communication system to transact said accepted selectively available environment features and/or elements,

- 10. A method to provide and transact selectively available environment features and/or elements to participating users, comprising the steps of:
- (a) creating selectively available environment features and/or elements, wherein said selectively available environment features and/or elements affording said participating users access to otherwise inaccessible abilities within a given environment;
- (b) integrating said created selectively available environment features and/or elements into said environment such that a selectively available environment feature and/or element is offered to said participating users in said [preferred] given environment;
- (c) executing selectively available environment features and/or elements upon the acceptance of said offered selectively available environment features and/or elements;
- (d) tracking the acceptance of said selectively available environment features and/or elements for/said participating users; and
 - (e) transacting said executed selectively available environment features and/or





Cont B2

CRTW-0004

PATENT

elements.

- 21. A system for identifying, creating, integrating and transacting advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, comprising:
- (a) at least one computing environment, said computing environment comprising various challenges;
- (b) a means for offering, integrating, and delivering created advantages to said participating users, said created advantages allowing said participating users to more easily overcome said challenges; a means for tracking requests of said offered advantages by said participating users;
- (b) a means for charging consideration to said participating users for the use of said advantages; and
 - (c) a means for collecting said consideration from said participating.
- 23. A method to integrate advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, comprising the steps of:

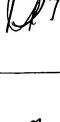
creating advantages; and

incorporating said advantages into an environment, said environment comprising any of a non-computing, a partial computing, and a computing environment.

27. A method to transact integrated advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, comprising:

- (a) tracking the usage of offered integrated advantages; and
- (b) charging for used integrated advantages.

Ø5



31. A system to transact integrated advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge comprising:

an advantage offering system;

an account system; and

a billing system.

35. A method comprising the acts of:

(a) providing a computer gaming environment in which an advantage, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, is available to a user;

(b) receiving an indication by the user that he or she is willing to acquire the advantage;

(c) providing the advantage to the user.

40. A system to provide integrated advertisement advantages, wherein said advertisement advantage confers the ability between competing advertisers to replace at least one of each other's advertisement comprising:

an advantages offering system, said advantages offering system allowing for the creation and integration of advertisements within an environment, said environment comprising any of a non-computing, partial computing, and computing environments; and

an advantages transaction system, said advantages transaction system capable of pricing, charging, billing, and collecting for the creation and integration of advertisements within said environment.

and

